



Crossroads Sponsorship Packet

# LET'S TAKE INDIANA'S STARTUP SCENE TO THE NEXT LEVEL



## CROSSROADS

**BLOOMINGTON'S 3RD ANNUAL STARTUP PITCH COMPETITION**

- Hosted by The Dimension Mill -

in collaboration with

**combine**

## OUR MISSION

Bloomington has arrived, folks. No news to us, of course. Join us as we showcase Indiana's best and brightest entrepreneurs in Bloomington's largest annual startup pitch competition yet - **Crossroads**.

For the past two years, The Mill hosted a region-wide pitch competition, drawing immense talent from the Bloomington area. The initiative has been a huge success and highlighted the untapped potential to make it even bigger and better. That's why, this year, we're expanding and inviting **all of Indiana** to participate in this statewide pitch competition. And hosting them here, in Bloomington.

## CROSSROADS: HOW IT WORKS

With Crossroads, we aim to develop and support Indiana's startup ecosystem. Our marketing efforts have reached relevant audiences across the state, enlisting the help of over 50 "Indiana Coworking Passport" coworking spaces to attract Indiana's best startups and entrepreneurs.

Startups submitted their pitch applications by February 15, and 20 finalists will go on to compete at Crossroads April 4. These startups represent 10 regions across the state, including Elevate's regional partnerships, as well as four newly recognized areas.

Competitors are judged by a vetted and respected panel of Indiana entrepreneurs and investors, and will compete with other cutting-edge startups for prizes of both cash and in-kind services up to \$20,000. First place is awarded \$10,000 in cash and \$10,000 worth of in-kind services! Second place and third place take home \$5,000 and \$2,500 of the same, respectively. First place winners will also have the opportunity to present their pitches at The Combine—Bloomington's annual Midwest conference on innovation and entrepreneurship.



Interested in supporting Indiana's startup ecosystem?

**Help make Crossroads a success with a sponsorship!**

# THE MILL

## Crossroads Sponsorship Packet

(1)  
**SPOTLIGHT  
 SPONSOR**  
**\$10,000**

(2)  
**VIP  
 SPONSORS**  
**\$5,000**

(unlimited)  
**SUPPORTING  
 SPONSORS**  
**\$1,000**

Logo on the Mill Website			
Logo on Event Signage			
Mention(s) on Social Media			
Event Swag			
Logo in Event Emails			<i>name only</i>
The Mill Membership (part-time)			
Mention at Event			
Logo on The Combine Website			
Booth at Event			
Free Event Space at The Mill	 (\$1000 value)	 (\$200 value)	
Mention at The Combine			
Name & Present an Award			
Pitch Competition Judge Seat			
Logo on Event Photos			
Mention in Press Release			





## SPONSORSHIPS: THE DETAILS

### S U P P O R T I N G S P O N S O R S (unlimited) – \$1,000

All **sponsors** receive prominent brand exposure at Crossroads. Delight attendees by offering a swag item! Sponsor logos are on all promotions leading up to, during & after the event. This includes event signage, social media & email marketing campaigns (*exception for Supporting Sponsors: company name **only** is in promotional emails*). The Mill is also offering a **FREE** one-year, part-time membership (a \$1,080 value!).

### V I P S P O N S O R S (2) – \$5,000

All items above, **PLUS** mention at Crossroads by presenters (direct brand exposure to our audience!). Sponsors can host a booth or table to further promote your company’s products or services. Our partnership with The Combine offers logo placement on The Combine website. Last, but not least, our two VIP Sponsors are offered one **FREE** use of The Mill’s “Classroom” - our largest meeting room, accommodating up to 30 people. That’s a \$200 value! Take your team off-site & enjoy The Mill “Classroom” **for free!**

### S P O T L I G H T S P O N S O R (1) – \$10,000

All items above, **PLUS** an upgrade to use the largest event space at The Mill **for free!** With capacity of up to 160 people, enjoy a company event, off-site, or party in a beautiful event space & art gallery. Our Spotlight Sponsor is also mentioned at The Combine (with logo shown on screen), awarded a seat on the Crossroads judges panel & naming rights to a Crossroads award, included in all Crossroads press releases, & has their logo on all professional Crossroads event photos (for ongoing promotional use).

## SECURE YOUR CROSSROADS SPONSORSHIP TODAY!

Interest? Questions?

**C O N T A C T**



**P A T E A S T**

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### ABOUT THE DIMENSION MILL

The Mill is Bloomington’s center of gravity for innovators, remote workers, entrepreneurs & creators. We completely renovated a 103-year-old building from the Showers Brothers Furniture Company & transformed it into a 19,000 square-foot coworking & incubator space. Already a major driver of innovation in our community, it is home to 15 companies and 150 members. They’re helping us build the infrastructure for the 21st century - talent, capital, and training - to change the trajectory of our City & our State.

### ABOUT THE COMBINE

The Combine is an annual conference in Bloomington, IN - the Midwest catalyst for creators, builders & doers to discover new business & technology ideas. It’s a non-profit, volunteer-run event that began in 2010 as a project of the Humanetrix Foundation, Inc., a passionate group of entrepreneurial techies looking to connect innovators in the Midwest. The Combine has been a springboard for connecting 1500+ passionate individuals over the last 8 years. At The Combine, you’ll learn & network with nationally-renowned entrepreneurs & innovators. The ultimate goal is to see what can be ‘harvested’ from these groups coming together - new businesses, community initiatives, partnerships.